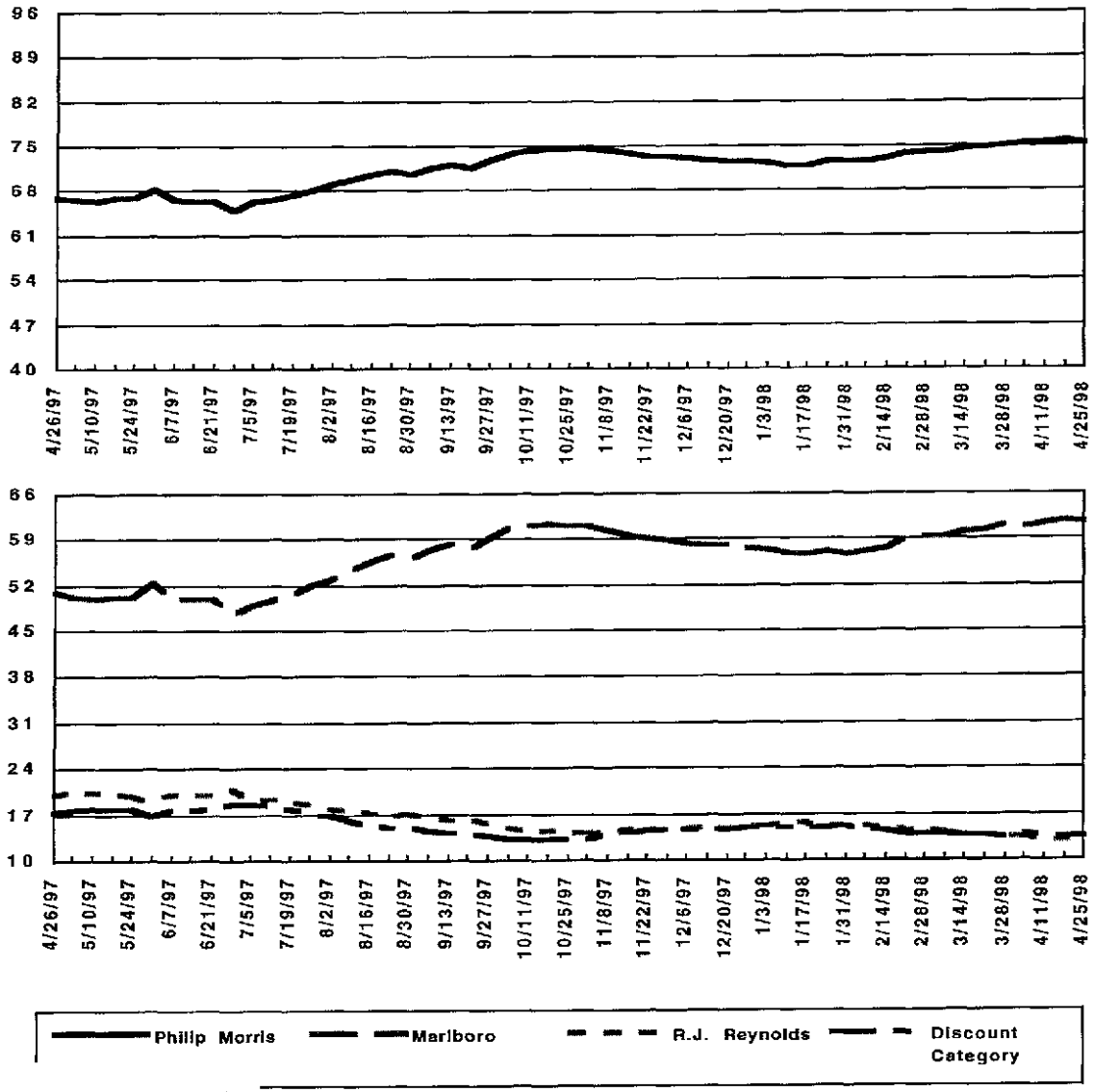
TOTAL DAIRY MART WITHOUT NORTHEAST (R. Webster)
THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	73.89	75.21	70.13	74.67	4.54
Marlboro	59.39	61.61	54.73	60.45	5.73
OPB	4.70	4.30	4.86	4.59	-0.27
Basic	5.94	5.76	5.54	6.00	0.46
R. J. Reynolds	14.34	13.43	17.29	13.79	-3.49
Camel	4.64	4.37	5.97	4.54	-1.43
Winston	4.08	3.77	4.59	3.87	-0.72
Doral	2.02	1.89	2.63	1.92	-0.71
B&W	5.64	5.40	6.18	5.51	-0.67
GPC	0.79	0.75	0.94	0.77	-0.17
Lorillard	6.01	5.85	6.25	5.91	-0.34
Newport	5.51	5.37	5.62	5.43	-0.19
Liggett Group	0.04	0.03	0.06	0.03	-0.02
Premium	85.85	86.60	84.10	86.19	2.09
Private Label	3.55	3.24	4.60	3.32	-1.29
Avg Ind CPW	153.74	160.80	149.01	158.59	9.58
Avg PM CPW	113.60	120.93	104.50	118.41	13.92
Avg Marl CPW	91.31	99.06	81.55	95.87	14.32
# of Stores	494	494	494	494	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850276

Source: https://www.industrydocuments.ucsf.edu/docs/mqnm0004